

FIG. 1A

7

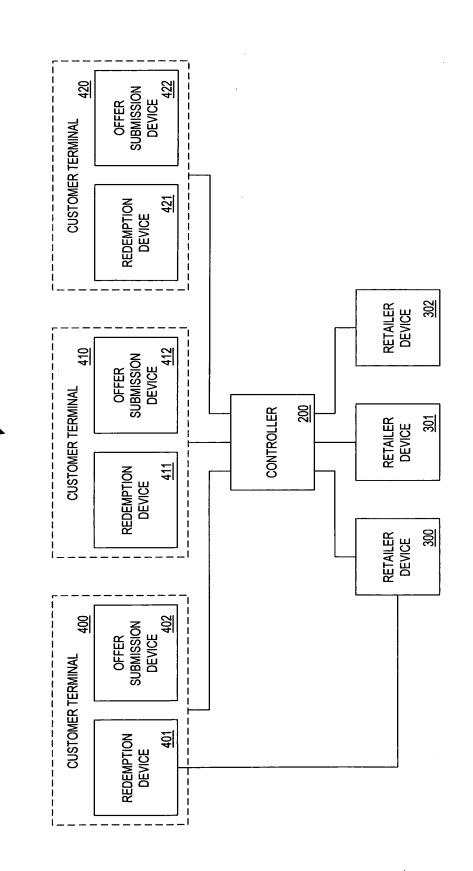


FIG. 1B

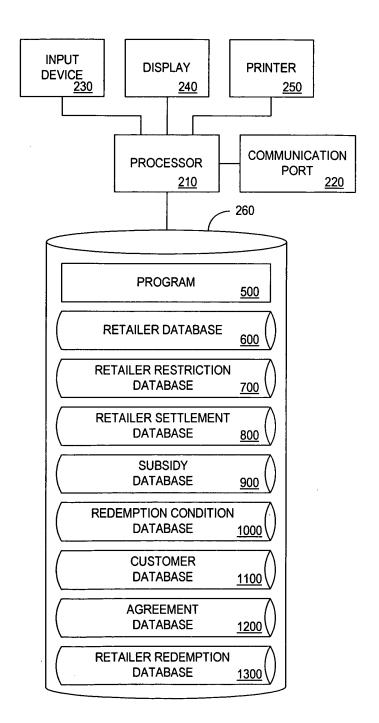


FIG. 2A

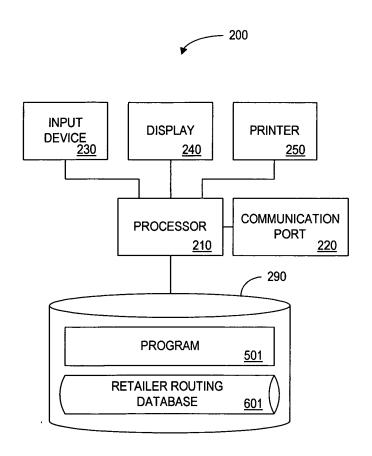


FIG. 2B

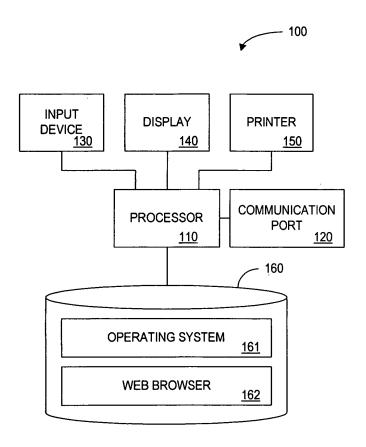


FIG. 3

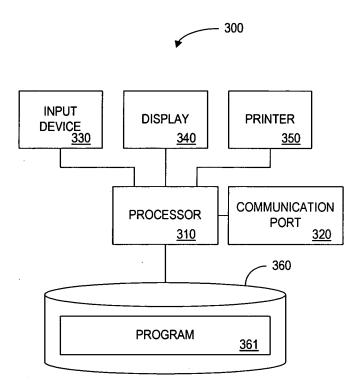


FIG. 4A

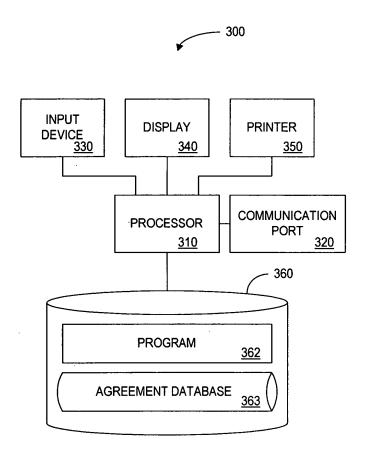


FIG. 4B

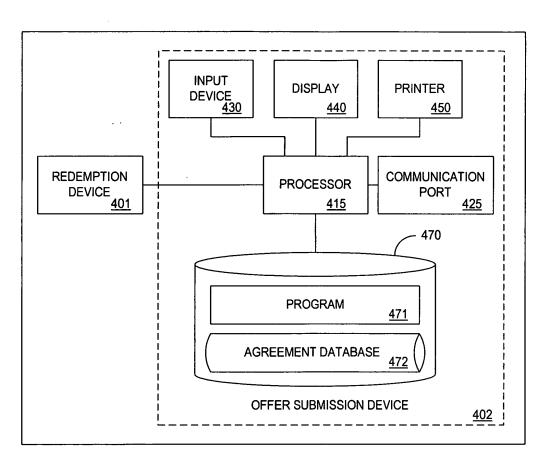


FIG. 5

RETAILER IDENTIFIER <u>610</u>	LOCATION 620	MANUFACTURER 630	RETAIL PRICE (87)	RETAIL PRICE (89)	RETAIL PRICE (92)
R-0001	123 MAIN ST. STAMFORD, CT 06905	EXXON	\$1.50/GALLON \$1.70/GALLON	\$1.70/GALLON	ı
R-0002	460 CENTER AVE. GREENWICH, CT 06700	MOBIL	\$1.50/GALLON	\$1.50/GALLON \$1.64/GALLON \$1.75/GALLON	\$1.75/GALLON
R-0003	789 MILLS LN. NORWALK, CT 06850	SHELL	\$1.45/GALLON	I	ı

FIG. 6



RETAILER IDENTIFIER 710	PRODUCT <u>720</u>	MINIMUM AGREEMENT PRICE <u>730</u>	MINIMUM AGREEMENT QUANTITY 740
R-0001	87	90% OF RETAIL PRICE	50 GALLONS
R-0002	89	PRICE FOR 87	40 GALLONS
R-0003	87	\$1.30 /GALLON	

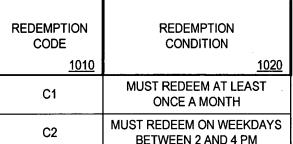
FIG. 7



RETAILER IDENTIFIER	SETTLEMENT PRICE 820	SETTLEMENT SCHEDULE 830	COMMISSION FEE 840
<u>810</u>	<u>820</u>	<u>030</u>	<u>040</u>
R-0001	RETAIL PRICE	MIDNIGHT	\$5/AGREEMENT
R-0002	AGREEMENT PRICE	BEGINNING OF EACH AGREEMENT	
R-0003	95% OF RETAIL PRICE	EVERY 500 GALLONS REDEEMED	\$100 FOR EVERY 1000 GALLONS REDEEMED
R-0004	RETAIL PRICE - \$0.15/GALLON	AT REDEMPTION	



SUBSIDY IDENTIFIER <u>910</u>	SUBSIDY PROVIDER <u>920</u>	OBLIGATION <u>930</u>	SUBSIDY AMOUNT <u>940</u>
SUB 01	VISA	APPLY FOR A GOLD CARD	\$30
SUB 02	MCI	SWITCH LONG DISTANCE SERVICE	\$20
SUB 03	MCDONALD'S	BUY FROM THE MCDONALD'S ON THE CORNER EVERY WEEK	\$15



OODL	CONDITION
<u>1010</u>	<u>1020</u>
C1	MUST REDEEM AT LEAST ONCE A MONTH
C2	MUST REDEEM ON WEEKDAYS BETWEEN 2 AND 4 PM
С3	MUST ALWAYS USE SELF SERVICE



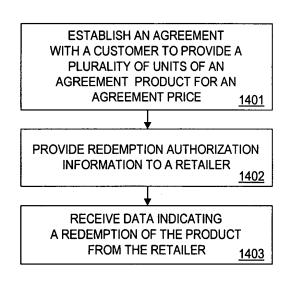
NAME <u>1110</u>	CUSTOMER IDENTIFIER 1120	CREDIT CARD NUMBER 1130	CONTACT INFORMATION 1140	SUBSIDY CODE 1150	BIND NEXT OFFER FLAG 1160
ALICE BROWN	CUST 001	1234-5678- 9101-1121	203-333-4444	SUB 01	YES
CHARLIE DOE	CUST 002	1111-2222- 3333-4444	CD@ EMAIL.NET	SUB 02	NO
EVAN FIELD	CUST 003	3141-5926- 5358-9793	123 MAIN ST. ANYTOWN, USA	SUB 03	NO

REDEMPTION IDENTIFIER	CUSTOMER	PRODUCT	AGREEMENT PRICE	RETAILER IDENTIFIER	QUANTITY REMAINING	REDEMPTION CODE
1210	1220	1230	1240	<u>1250</u>	<u>1260</u>	1270
RED 0015	CUST 001	68	80% OF RETAIL PRICE	R-0001	50 GALLONS	C1
RED 0024	CUST 002	87	\$1.45/GALLON	R-0002	3 GALLONS	C2
RED 0036	CUST 003	85	\$50 FOR 30 GALLONS	R-0003 R-0004	25 GALLONS	ຮ

FIG 13



		R-0001	<u>1310</u>
CUSTOMER IDENTIFIER	PRODUCT	QUANTITY REDEEMED	RETAIL PRICE
<u>1320</u>	<u>1330</u>	<u>1340</u>	<u>1350</u>
CUST 888	87 .	15 GALLONS	\$1.50 PER GALLON
CUST 001	89	20 GALLONS	\$1.65 PER GALLON
CUST 999	92	7.5 GALLONS	\$1.75 PER GALLON



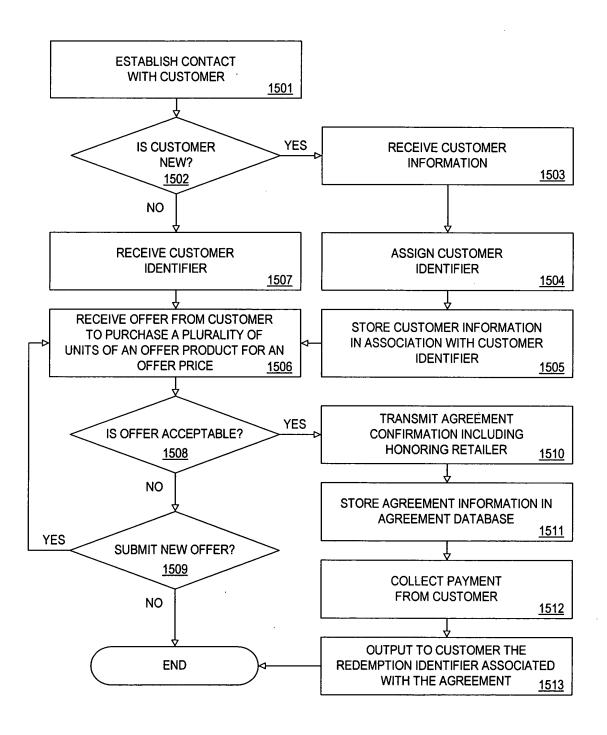


FIG. 15

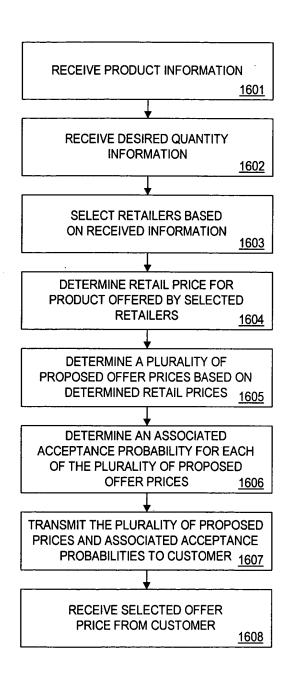
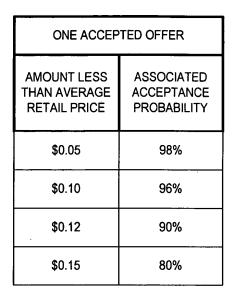


FIG. 16



1750 —

ZERO ACCEP	TED OFFERS	
AMOUNT LESS THAN AVERAGE RETAIL PRICE	ASSOCIATED ACCEPTANCE PROBABILITY	
\$0.05	100%	
\$0.10 100%		
\$0.12 100%		
\$0.15	100%	

FIG. 17

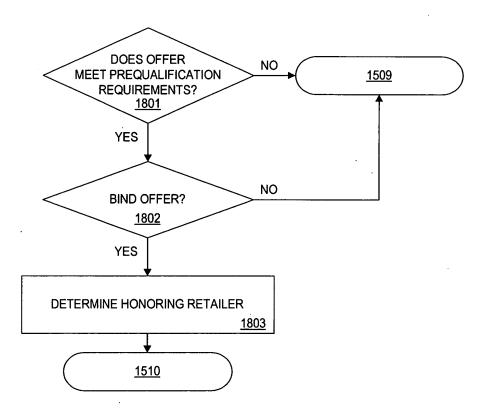


FIG. 18



MANUFACTURER	% TARGET MARKET SHARE <u>1920</u>	% ACTUAL MARKET SHARE <u>1930</u>	% DIFFERENCE
EXXON	25%	20%	-5
MOBIL	20%	22%	. 2
SHELL	30%	35%	5

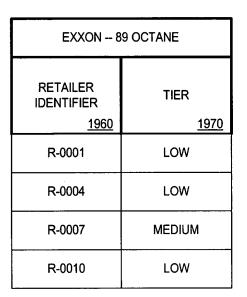


FIG. 19B

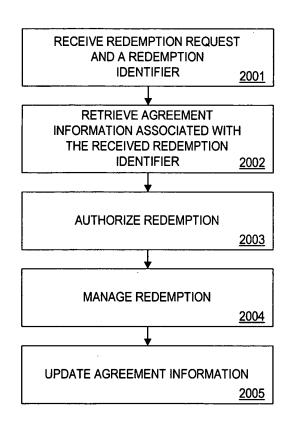


FIG. 20

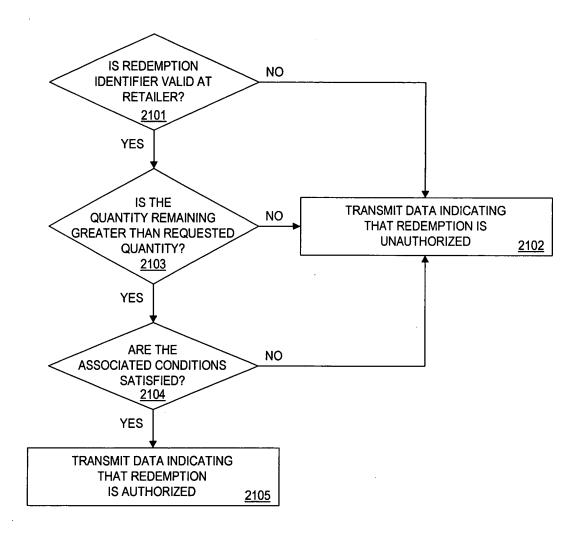


FIG. 21

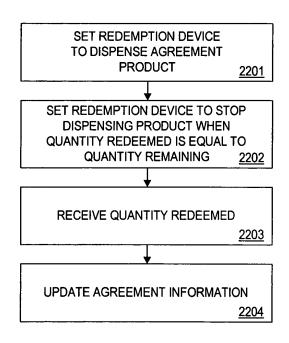


FIG. 22

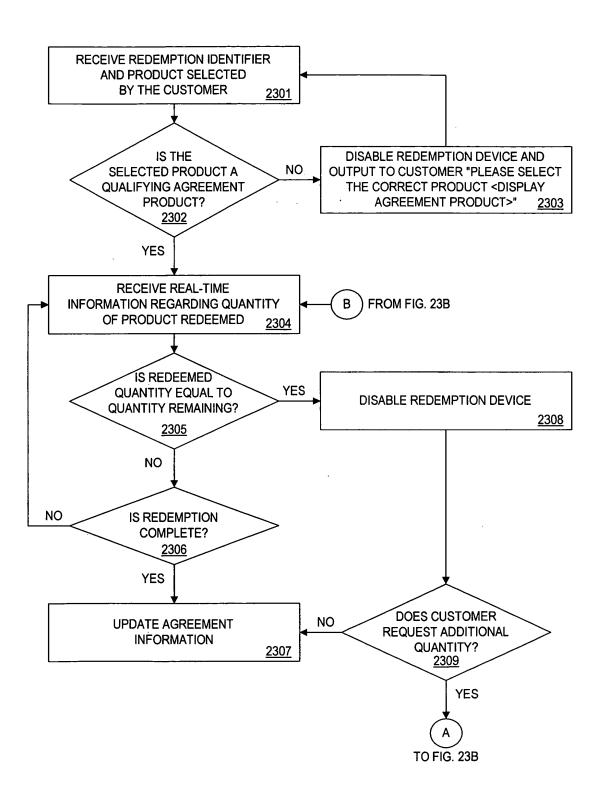


FIG. 23A

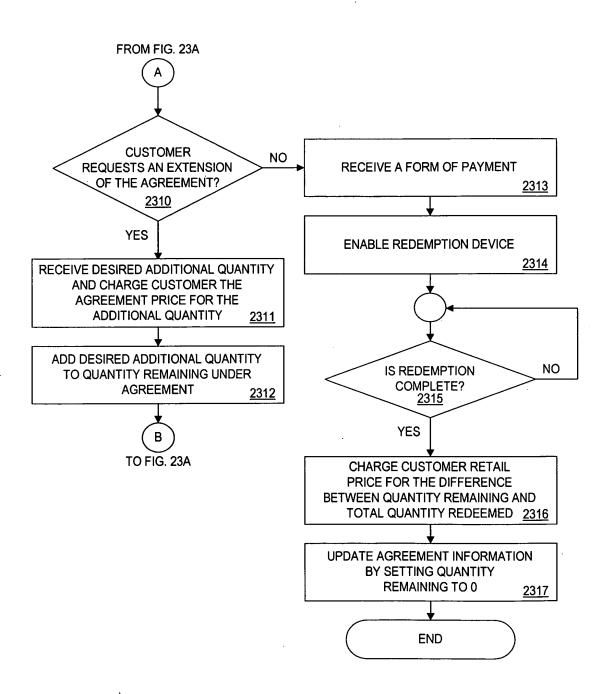
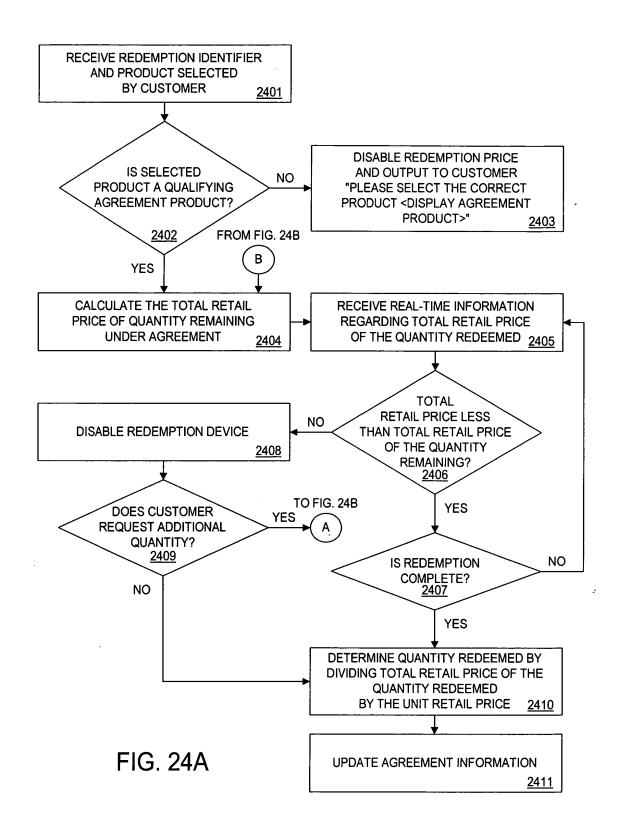


FIG. 23B



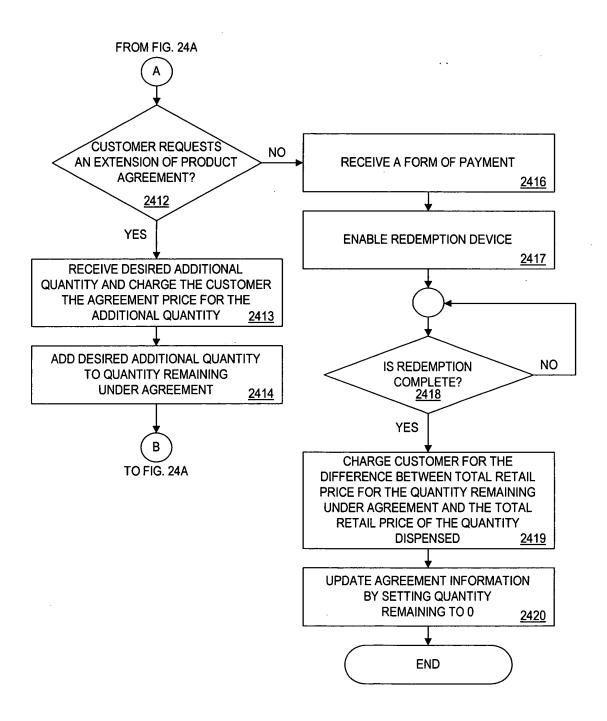


FIG. 24B

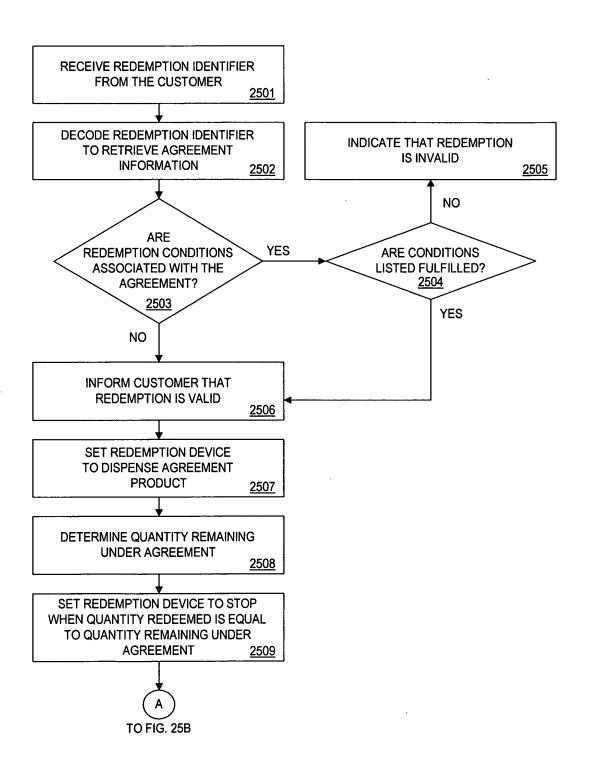


FIG. 25A

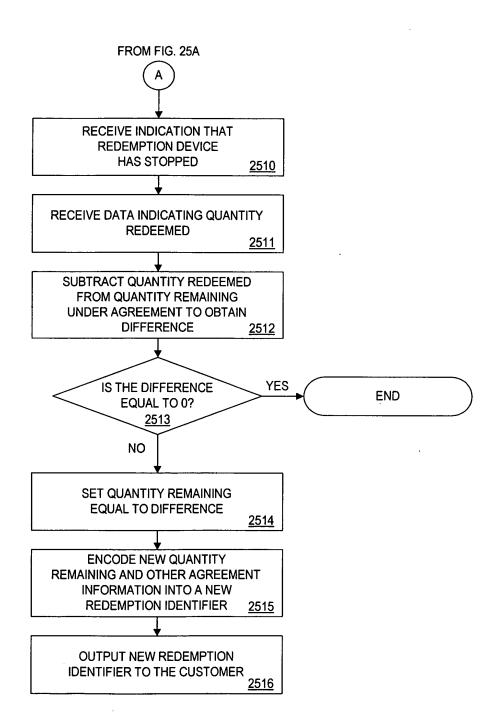
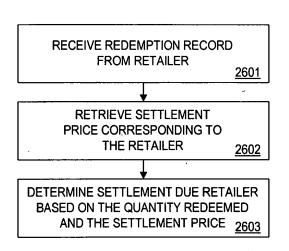


FIG. 25B



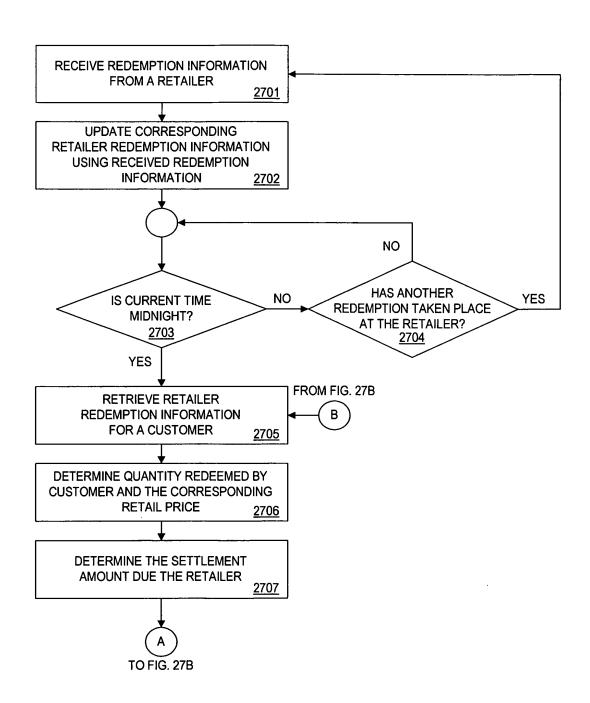


FIG. 27A

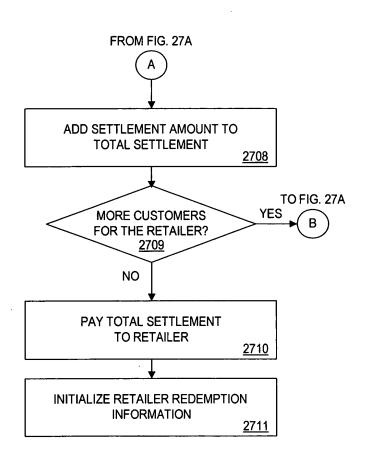


FIG. 27B